

How do we prevent food waste?

In Poland, nearly 5 million tons of food are wasted every year, posing a significant challenge to our society and the environment. At Żabka, we understand that sustainable nutrition is not only about healthy food but also about reducing food waste. That is why we are taking various actions to minimize this problem.

We want to support our customers in avoiding food waste by enabling them to purchase just the right portions of food products they need at any given moment. By utilizing artificial intelligence, we adjust the assortment in individual stores to the actual needs of the local residents.

We analyse data to understand customer preferences better and provide them with the most required products. This way, we order only as much as is actually needed.

We monitor products at risk of expiration and collaborate with public benefit organizations, donating food that might otherwise go to waste but is still good for consumption. In this way, we support those in need while simultaneously reducing the amount of food thrown away. These actions are part of our Responsibility Strategy, through which we aim to help our customers change their daily habits for the better.